



[12406/35]

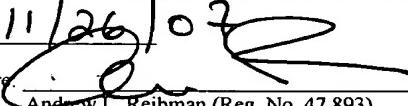
**THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventor(s) : Stephen LUPO et al.  
Serial No. : 09/825,409  
Filing Date : April 3, 2001  
For : INTERACTIVE MEDIA RESPONSE  
PROCESSING SYSTEM  
Group Art Unit : 2143  
Examiner : Joseph E. Avellino  
Attorney Docket  
Number : 12406/35  
Confirmation No. : 1638

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

I hereby certify that this correspondence is being deposited with the  
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Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on:

Date: 11/26/07

Signature: 

Andrew L. Reibman (Reg. No. 47,893)

**AMENDMENT**

SIR:

This paper addresses the Office Action dated May 24, 2007, for which the three-month shortened statutory response date was extended by the payment of a three-month extension of time to Nov. 26, 2007 (Nov. 24 being a Saturday). Please reconsider the application in light of the remarks given below.

**Amendments to the Claims** are reflected in the **Listing of Claims** that begins on page 2 of this paper.

**Remarks** begin on page 7 of this paper.